



WEBSITE MIGRATION & BRAND ELEVATION

Prepared for: Jessar Industries Inc. Prepared by: RevShift Media Date: March 31, 2026

Thank you for trusting RevShift Media for your website migration and brand elevation project. With over 18 years of hands-on experience, I've helped build and scale successful online catalogs, streamline operations, and solve business-critical challenges.

This Scope of Work outlines the scope & deliverables for **Jessar Industries**.

Scope of Work

This SOW outlines a complete migration of the Jessar Industries product catalog from the current WordPress/WooCommerce platform to Shopify, plus one month of brand elevation services to demonstrate ongoing partnership value. The migration addresses a severely outdated platform with critical infrastructure failures, while delivering a future-proof, modern, mobile-first, bilingual catalog that accurately represents Jessar's range of products.

The Result: An easy to use professional B2B product catalog with modern navigation, product filtering, marketing banners, collection hierarchy, lead generation forms, bilingual support, and a design your team can maintain without technical expertise — plus initial brand content assets to launch your elevated market presence.

PLATFORM

Why Shopify

✓ Zero Server Maintenance

No more PHP updates, security patches, or hosting issues. The website will never become "outdated". Automatic updates for nearly all functions.

✓ Built for Product Catalogs

Filtering, search, and collections are native features designed for large catalogs.

✓ Your Team Can Update It

Add products, change banners, update content without developers or technical expertise.

✓ Beautiful, Scalable Design

Add collections, pages, products without running into layout issues or breaking anything.

✓ Dynamic Features

Dynamically display catalogs or other relevant data based on availability and context.

✓ Future Proof & B2B Ready

Allows for future proofing of B2B self service sales catalog when you're ready.

DELIVERABLES

Website Migration Scope

1 Platform Setup & Configuration

→ Shopify store creation and initial configuration

- Premium theme selection and installation
- \$0 Shopify monthly cost while theme is in development
- Domain configuration and SSL setup
- User accounts and permissions
- Bilingual app installation and configuration

2 Product Data Migration

- Export and audit of all ~2,194 products from WordPress
- Data cleanup and normalization (attribute standardization, brand extraction)
- Category restructuring from 197 categories to logical taxonomy
- Mapping for product specifications (wattage, voltage, base type, etc.)
- Image migration and SKU matching (~6,529 media files)
- Import validation and error correction

3 URL Redirect Mapping

- Complete 301 redirect map for all product URLs
- Category and collection URL redirects
- Page redirects (About, Contact, etc.)
- Handling of inconsistent URL patterns (/index.php/ variants)

4 Design & User Experience

- Modern, beautiful high-end theme with structured navigation
- Mega Menu (dropdowns) showing all categories at a glance
- Homepage design with large promotional banners and featured product sections
- Category landing pages with visual navigation & banners
- Product page template optimized for B2B catalog viewing
- Dynamic informational landing page template & educational pages
- Flexible page templates & banners for promotions, announcements, new arrivals
- 3D & 360° product videos ready
- Fast performance website system
- Navigation structure (reduce from 6 clicks to 2-3)
- Mobile-responsive design (built into Shopify themes)
- Catalog download from collection page
- Footer with working catalog PDF links
- Request quote & lead capture forms

5 Product Filtering & Search

- Filter configuration by product attributes
- Collection-specific filter sets (electrical vs. kitchen vs. bathroom)
- Brand filtering across all collections
- Popular search terms and highlighted sections
- Search functionality with predictive results

6 Wholesale Purchasing Function OPTIONAL

- Customer account setup for wholesale dealers
- Price visibility gating (prices hidden for logged-out visitors)
- Add-to-cart restricted to logged-in wholesale accounts
- "Login for Pricing" messaging for guest visitors

7 Analytics & SEO

- Google Analytics 4 (validate/connect)
- Google Search Console (validate/connect)
- Foundational SEO for each collection page for B2B discovery

8 Forms & Functionality

- Contact form setup
- Dealer login link to existing CRM system
- Social media links (corrected)
- PDF catalog hosting and linking

9 Testing, Training & Launch

- Cross-device testing (desktop, tablet, mobile)
- Bilingual content verification
- Redirect testing and validation
- DNS cutover and launch coordination
- Team training on Shopify admin (adding products, updating banners, managing content)
- Training documentation for common tasks
- 30 days of post-launch support

INCLUDED

Brand Elevation Pilot Month

One month of brand elevation services included to demonstrate ongoing partnership value and support website launch (begins Month 5, post-launch)

4-6 AI-generated product videos (5-10 sec, website + social ready)

4-6 AI-generated lifestyle product images

4-6 LinkedIn posts (drafted & scheduled)

4-6 Instagram posts (drafted & scheduled)

1-2 Influencer introductions (warm intros to aligned creators)

1 Website maintenance (banners, minor updates)

Pilot Month Terms

- Pilot deliverables are fixed as listed above; additional requests billed separately
- Client to provide raw product images within 5 business days of request

Ongoing Brand Elevation (Optional)

If Jessar elects to continue brand elevation services beyond the pilot month, ongoing retainer begins at **\$5,000 CAD/month** with a 3-month minimum commitment. Full retainer scope includes expanded deliverables, AI product images & video, ongoing strategy, and online product management. A separate scope of work will be provided for review and signature prior to continuation.

INVESTMENT

Website Migration + Brand Elevation Pilot

\$35,000 CAD

Complete project — flat rate, no surprises

Includes website migration + one month brand elevation

\$17,500

50% — Project kickoff

\$8,750

25% — Mid-point (Week 6)

\$8,750

25% — Launch

TIMELINE

Indicative Timeline

Month 1	Platform setup, navigation planning, page design, data analysis, approvals
Month 2	Theme customization, filter configuration, bilingual base setup, forms, banners, 301 redirect mapping, product mapping
Month 3	Extract product data from WooCommerce, CSV cleanup and normalization, image mapping, migration begin
Month 4	Final fresh data extraction, full product import, data validation, QA testing, training, go live + 301 redirects

Timeline is indicative and may shift based on feedback cycles and approvals.

Client Responsibilities

To ensure success of this engagement, Client agrees to provide:

- Product images, brand assets, and content as needed
- Timely feedback during migration QA
- Raw product images for brand elevation assets within 5 business days of request
- Product shipping for influencer partnerships (Jessar handles ongoing influencer relationships)

Agreement

By signing below, both parties agree to the terms and scope outlined in this Scope of Work.

Jessar Industries

Signature

Printed Name

Date

PAUL LOUFI

06, APRIL 2026

RevShift Media

Signature

Printed Name

Date

RevShift Media — Website Migration & Brand Strategy